***Marketing Research, 8e* (Burns/Bush)**

**Chapter 1 Introduction to Marketing Research**

1) Which of the following is a short definition of marketing?

A) Meeting needs profitably

B) Meeting wants profitably

C) Meeting consumer demands profitably

D) Meeting business-to-business wants profitably

Answer: A

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Easy

Classification: Application

AACSB: Application of knowledge

2) Over the years, marketing thought has evolved to a service-centered view. Which of the following statements best illustrates this view?

A) Marketers must identify their companies' core competencies.

B) Marketers must know how to precisely measure service satisfaction.

C) Internal service levels are more important than external service levels.

D) Service delivery and product quality are now two different concepts.

Answer: A

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

3) The service-oriented logic as a marketing philosophy implies:

A) That to successfully practice marketing in today's environment, marketers require more and better access to information.

B) The advantage in the marketplace will default to third world countries specializing in services.

C) To quickly increase profitability, more companies should try to create short-term customer relationships.

D) That because of social media, less collaboration with customers is required for decision-making.

Answer: A

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

4) Modern marketing thought holds that firms should:

A) Separate product-orientation from service-orientation.

B) Focus on service-orientation at the expense of product-orientation.

C) Collaborate with and learn from customers.

D) Collaborate with and learn from competitors.

Answer: C

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

5) To successfully minimize product and service failures companies should:

A) Develop better project management systems.

B) Motivate employees to reduce high failure rates.

C) Focus on defining the best set of product dimensions to match core competencies.

D) Determine how to create, communicate, and deliver value by "hearing the voice" of the consumer.

Answer: D

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

6) The marketing concept is an important philosophy for marketing managers because:

A) It sets the amount of quarterly profits a firm will earn.

B) It dictates the market share a firm will earn.

C) It guides day-to-day decisions managers will make.

D) It sets an adequate rate of internal ROI.

Answer: C

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Easy

Classification: Application

AACSB: Application of knowledge

7) For many years, the marketing concept has been recognized as the "right philosophy" because:

A) It is well established in marketing literature.

B) It recognizes that profits are a result of sales volume.

C) It always focuses on the consumer.

D) It does not rely on high-pressure selling.

Answer: C

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Easy

Classification: Application

AACSB: Application of knowledge

8) Creating the proper mix of product/service, price, promotion, and distribution for a market begins with:

A) Selecting the global market strategies and targets.

B) Selecting the segment of the market as a company's target.

C) Creating promotion for the target market..

D) Incentives to allow a large percentage of the target market to purchase goods and services from the company.

Answer: B

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

9) In order to create the right strategies for decision-making, managers must have objective, accurate, and timely:

A) Reports about the competition's products.

B) Reports about customers' wants and needs.

C) Evidence of the number and sizes of market segments.

D) Information.

Answer: D

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

10) When firms make the right decisions, they produce products and services that their target markets perceive as having value. That value translates into:

A) Sales, profits, and a positive ROI.

B) Product success and profits.

C) A profitable bottom-line.

D) Global as well as domestic market success.

Answer: A

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

11) Firms have strategies in many areas other than marketing. Financial strategy, production strategy, and technology strategy, for example, may be key components of a firm's overall strategic plan. Strategy is another name for:

A) Marketing.

B) Planning.

C) Forecasting.

D) Tactics.

Answer: B

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Easy

Classification: Application

AACSB: Application of knowledge

12) As environments change, what should be revised on an ongoing basis to produce the right strategy for the new environment?

A) Market plan decisions

B) Product development decisions

C) Business decisions

D) Financial decisions

Answer: C

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

13) What is the definition of marketing research?

A) The process of analyzing secondary information and providing executives with timely reports to solve a marketing problem.

B) The process of designing experiments that provides decision makers with causal information.

C) The process of analyzing existing information so decision makers can make better decisions.

D) The process of designing, gathering, analyzing, and reporting information that may be used to solve a specific marketing problem.

Answer: D

LO: 1:2: How to define marketing research

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

14) Applying marketing research to a specific geographical marketing area is referred to as:

A) Geocentric research.

B) Market research.

C) Area marketing research.

D) Geographical zone research.

Answer: B

LO: 1:2: How to define marketing research

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

15) According to the American Marketing Association (AMA), what is the function of marketing research?

A) To link the consumer to the marketer

B) To link the marketer to global markets

C) To link consumers and customers

D) To link consumers, customers, and markets

Answer: A

LO: 1:2: How to define marketing research

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

16) According to the American Marketing Association, which of the following is the primary use of marketing research?

A) To identify and define marketing opportunities and problems

B) To solve general, not specific, marketing problems

C) To generate, refine, and evaluate marketing actions

D) To monitor marketing performance

Answer: A

LO: 1:3: The function and uses of marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

17) Marketing research can also be used to generate, refine, and evaluate a potential marketing action. In this context, actions may be thought of as:

A) Social media, campaigns, programs, or tactics.

B) Controls, campaigns, programs, or tactics.

C) Market analytics, controls, tactics, or advertising.

D) Strategies, campaigns, programs, or tactics.

Answer: D

LO: 1:3: The function and uses of marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

18) The purpose of market research is best described by which of the following statements?

A) To provide consumers with information they need to evaluate products and services at a profit

B) To link external environments to the firm

C) To link target markets to specific decision makers at all levels within firms

D) To link the consumer to the marketer by providing information that can be used in making marketing decisions

Answer: D

LO: 1:3: The function and uses of marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

19) Tracking variables on how well products are performing in the marketplace is an example of what use of marketing research?

A) Market monitoring

B) Marketing metrics

C) Marketing analytics

D) Marketing performance

Answer: A

LO: 1:3: The function and uses of marketing research

Diff: Easy

Classification: Application

AACSB: Application of knowledge

20) Marketing research can also be used to do which of the following?

A) Generate, refine, and evaluate a potential marketing action

B) Generate, modify, and evaluate a potential marketing action

C) Hypothesize, refine, and evaluate a potential marketing action

D) Generate, refine, and execute a potential marketing action

Answer: A

LO: 1:3: The function and uses of marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

21) High gasoline prices and concerns about fossil emissions bothered consumers, so Toyota developed the Prius. This is an example of what use of marketing research?

A) Generating potential marketing actions

B) Identifying potential marketing segments

C) Identifying marketing opportunities and problems

D) Identifying market problems and marketing actions

Answer: C

LO: 1:3: The function and uses of marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

22) In 2014, General Mills acquired Annie's Homegrown, an organic food company, to meet a growing demand by consumers to have access to organic and natural foods. The company used marketing research to identify ways to grow the brand, promote it, and evaluated plans to market it. This is an example of what use of marketing research?

A) Generating and identifying potential marketing actions

B) Generating, refining, and evaluating potential marketing actions

C) Identifying marketing opportunities and problems

D) Identifying market problems and generating marketing actions

Answer: B

LO: 1:3: The function and uses of marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

23) If we think of actions as strategies, what actions are required to satisfy the wants and needs of a market?

A) Selecting a target market and designing a marketing mix

B) Selecting a target market and designing a promotion mix

C) Selecting global and domestic markets and distribution strategies

D) Selecting global markets and designing promotional strategies

Answer: A

LO: 1:3: The function and uses of marketing research

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

24) Improving our understanding of \_\_\_\_\_\_\_\_ entails conducting research to expand our knowledge of marketing.

A) the marketing concept

B) the marketing planning process

C) the market mix process

D) the marketing process

Answer: D

LO: 1:3: The function and uses of marketing research

Diff: Easy

Classification: Application

AACSB: Application of knowledge

25) The difference between basic research and applied research is that applied research is conducted to:

A) Understand the basic desires and motives of consumers.

B) Expand our knowledge to solve a specific problem.

C) Expand our knowledge, rather than solve a specific problem.

D) Determine the most basic desired features in new products.

Answer: B

LO: 1:3: The function and uses of marketing research

Diff: Easy

Classification: Application

AACSB: Application of knowledge

26) An example of basic research is:

A) A winery needs to solve a specific pricing issue relative to its competitors.

B) A winery needs to respond to issues related to its distribution network.

C) A winery needs to understand more about exporting wine.

D) A winery needs to solve a problem it is having exporting wine.

Answer: C

LO: 1:3: The function and uses of marketing research

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

27) A great deal of marketing research is conducted to determine the size of various market segments. Not only are managers interested in knowing the size of a market segment but also:

A) If that segment is shrinking and why competitors did not fulfill the wants and needs of that segment.

B) If that segment is growing and how well competitors are fulfilling the needs of that segment.

C) If that segment is growing and how well competitors are fulfilling the wants and needs of that segment.

D) If that segment is growing or shrinking and how well competitors are fulfilling the wants and needs of that segment.

Answer: D

LO: 1:3: The function and uses of marketing research

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

28) Maritz Research's *New Vehicle Customer Study* includes data collected over several years, and in recent years it has studied hybrids. Its market analysts know why drivers purchase hybrids, what makes them satisfied, what their expectations are for gas mileage, and preferences for alternative fuels. The main use of this type of research would be related to:

A) Product research.

B) Pricing research.

C) Promotion research.

D) Distribution research.

Answer: A

LO: 1:3: The function and uses of marketing research

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

29) When a revolutionary new product is created, marketers use research to determine the "value" consumers perceive in the new product. The main use of this type of research would be related to:

A) Product research.

B) Pricing research.

C) Promotion research.

D) Distribution research.

Answer: B

LO: 1:3: The function and uses of marketing research

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

30) Chobani launched a campaign, called "The Break You Make," in 2015 to increase awareness of the Chobani Flip, an afternoon snack yogurt. Research determined that the campaign was very successful, with sales of Chobani Flip up 300% over the previous year. The main use of this type of research would be related to:

A) Product research.

B) Pricing research.

C) Promotion research.

D) Distribution research

Answer: C

LO: 1:3: The function and uses of marketing research

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

31) A winery wants to know more about sales channels, product outlets, and even whether these channels are motivated. What type of research would the winery use to answer these questions?

A) Product research

B) Pricing research

C) Promotion research

D) Distribution research

Answer: D

LO: 1:3: The function and uses of marketing research

Diff: Easy

Classification: Application

AACSB: Application of knowledge

32) General Motors did research on what became the minivan-a small van suitable for families. The research did not convince them to produce it. Later, Chrysler introduced the Dodge Caravan and Plymouth Voyager minivans, which turned out to be among the most successful models in automotive history. This example most closely demonstrates that:

A) Marketing research does not always provide management with the right answer.

B) Marketing research does not provide correct answers most of the time.

C) Management should question the methods used to conduct product market research.

D) Marketing research is not as reliable as management's intuition.

Answer: A

LO: 1:3: The function and uses of marketing research

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

33) A \_\_\_\_\_\_\_\_ is a structure consisting of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers.

A) customer relationship management system

B) sales information management system

C) marketing relationship management system

D) marketing information system

Answer: D

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

34) The components of the marketing information system does not include:

A) A consumer information support system.

B) A marketing intelligence system.

C) A marketing decision support system.

D) An internal reports system.

Answer: A

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

35) The \_\_\_\_\_\_\_\_ that gathers data generated from information such as orders, billing, receivables, and inventory levels, etc., is called the:

A) consumer information support system

B) internal reports system

C) marketing research system

D) decision support system

Answer: B

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

36) The role of the MIS is to \_\_\_\_\_\_\_\_ to the decision makers in a form and at a time when they can use it for decision making.

A) determine decision makers' information needs and distribute that information

B) deterimine decision makers' information needs, analyze the information, and distribute that information

C) determine decision makers' information needs, acquire the needed information, and distribute that information

D) analyze decision makers' information needs, distribute the needed information, and provide guidance on that information

Answer: C

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

37) The \_\_\_\_\_\_\_\_ is defined as a set of procedures and sources used by managers to obtain everyday information about pertinent developments in the environment.

A) external environment reporting system

B) internal reports system

C) consumer information support system

D) marketing intelligence system

Answer: D

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

38) Which of the MIS systems uses both informal and formal information-gathering procedures? Informal information-gathering procedures involve activities such as scanning newspapers, magazines, and trade publications.

A) Marketing intelligence system

B) External environment reports system

C) Internal reports system

D) Consumer information support system

Answer: A

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Easy

Classification: Application

AACSB: Application of knowledge

39) The \_\_\_\_\_\_\_\_ is the marketing information system component that provides studies conducted for specific situations facing the company.

A) marketing research system

B) marketing intelligence system

C) consumer information support system

D) decision support system

Answer: A

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

40) Collected data that may be accessed and analyzed using tools and techniques that assist managers in decision-making is the:

A) Marketing research system.

B) Decision support system.

C) Marketing intelligence system.

D) Consumer information support system.

Answer: B

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Easy

Classification: Application

AACSB: Application of knowledge

41) The \_\_\_\_\_\_\_\_ goes on continuously and searches a broad range of information sources to bring pertinent information to decision makers.

A) consumer information support system

B) marketing research system

C) marketing intelligence system

D) decision support system

Answer: C

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Easy

Classification: Application

AACSB: Application of knowledge

42) Which of the following components of the MIS contains information that is generally insufficient for many marketing decisions, but is a source of extreme detail on both revenues and costs that can be invaluable in making decisions?

A) Internal reporting system

B) Marketing research system

C) Marketing intelligence system

D) Decision support system

Answer: A

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Easy

Classification: Application

AACSB: Application of knowledge

43) Which of the following MIS components uses tools such as break-even analysis, regression models, and linear programming?

A) Internal reporting system

B) Marketing research system

C) Marketing intelligence system

D) Decision support system

Answer: D

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

44) Which of the following is NOT a subsystem of a management information system?

A) Manufacturing information system

B) Accounting information system

C) Financial information system

D) Marketing information system

Answer: A

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Easy

Classification: Application

AACSB: Application of knowledge

45) Determiniing decision makers' information needs, acquiring the needed information, and distributing that information to the decision makers in a form, and at a time when they can use it for decision-making describes:

A) The role of internal reporting systems.

B) The role of marketing information systems.

C) The role of market research systems.

D) The role of market intelligence systems.

Answer: B

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

46) The best system that can tell a manager a great deal of information about what has happened in the past is the:

A) Marketing research system.

B) Marketing intelligence system.

C) Internal reporting system.

D) Decision support system.

Answer: C

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Easy

Classification: Application

AACSB: Application of knowledge

47) Marketing research provides managers with new information to help them make decisions.

Answer: TRUE

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Easy

Classification: Application

AACSB: Application of knowledge

48) New technologies continue to change the competitive landscape with less frequency than before.

Answer: FALSE

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Easy

Classification: Application

AACSB: Application of knowledge

49) Managers must determine what products to make or what services to offer, which methods of advertising are most effective, which prices will help their firm realize its target return on investment (ROI), and which distribution system will add the greatest value to the supply chain.

Answer: TRUE

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

50) The American Marketing Association defines marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Answer: TRUE

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

51) Because of new methods of market research, modern marketing thought holds that firms should not collaborate and learn from consumers.

Answer: FALSE

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

52) Outsourcing is the practice of obtaining services or ideas by asking for assistance from large groups of people, generally online communities.

Answer: FALSE

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Easy

Classification: Application

AACSB: Application of knowledge

53) A short definition of marketing is "meeting needs effectively."

Answer: FALSE

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Easy

Classification: Application

AACSB: Application of knowledge

54) Marketing research is part of marketing.

Answer: TRUE

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Easy

Classification: Application

AACSB: Application of knowledge

55) When firms make the right decisions, they produce products and services that their target markets perceive as having value. That value translates into sales, profits, and a negative ROI.

Answer: FALSE

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

56) In many examples of failed products and services, managers could have avoided the associated losses if they had conducted proper marketing research.

Answer: TRUE

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

57) The marketing mix is a business philosophy that holds that the key to achieving organizational goals consists of the company being more effective than competitors in creating, delivering, and communicating customer value to its chosen target markets.

Answer: FALSE

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

58) A marketing strategy consists of selecting a segment of the market as the company's target market and designing the proper "mix" of product/service, price, promotion, and distribution system to meet the wants and needs of the consumers within the target market.

Answer: TRUE

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

59) Marketing research is the process of designing, gathering, analyzing, and reporting information that may be used to increase investor's returns.

Answer: FALSE

LO: 1:2: How to define marketing research

Diff: Easy

Classification: Application

AACSB: Application of knowledge

60) The American Marketing Association's definition of marketing research outlines a twelve-step approach to marketing research.

Answer: FALSE

LO: 1:2: How to define marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

61) Some people define mark*et* research as a subset of market*ing* research, using this term to refer to applying marketing research to a specific market area.

Answer: TRUE

LO: 1:2: How to define marketing research

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

62) Marketing research is defined as a *process* that reports information that can be used to solve a marketing problem, such as determining price or identifying the most effective advertising media.

Answer: TRUE

LO: 1:2: How to define marketing research

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

63) Linking the consumer to the marketers by providing information that can be used in making financial decisions is the purpose of marketing research.

Answer: FALSE

LO: 1:2: How to define marketing research

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

64) Only information collected on consumers is considered marketing research. Research collected on other groups or topics such as distribution channels, competitors, pricing, or products is not considered marketing research.

Answer: FALSE

LO: 1:2: How to define marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

65) Consumers now have more power to speak to others in the marketplace because of globalization, online shopping, and social media.

Answer: TRUE

LO: 1:2: How to define marketing research

Diff: Easy

Classification: Application

AACSB: Application of knowledge

66) The three uses are (1) identifying market opportunities (2) generating and refining potential market actions, and (3) monitoring marketing performance.

Answer: FALSE

LO: 1:3: The function and uses of marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

67) Consumers wanted increasingly large TV screens to hang on their walls, so Samsung developed an ultra-thin, LED, large-screen TV. This is an example of using market research to identify market opportunities and problems.

Answer: TRUE

LO: 1:3: The function and uses of marketing research

Diff: Easy

Classification: Application

AACSB: Application of knowledge

68) Some marketing research studies are designed to find out what consumers' problems are and to assess the suitability of different proposed methods of resolving those problems.

Answer: TRUE

LO: 1:3: The function and uses of marketing research

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

69) Marketing research can also be used to refine and evaluate a potential marketing action such as strategies, campaigns, programs, or tactics.

Answer: FALSE

LO: 1:3: The function and uses of marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

70) Marketers think of " actions" as strategies, and strategies involve selecting a target market and designing a marketing mix to satisfy the wants and needs of that target market.

Answer: TRUE

LO: 1:3: The function and uses of marketing research

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

71) Most market research is conducted to determine market opportunities rather than determining the size of various market segments.

Answer: FALSE

LO: 1:3: The function and uses of marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

72) Testing as a part of product research may begin with business case development and continues with idea generation that allows firms to quickly and inexpensively get consumers' reactions to the idea of a proposed new product.

Answer: FALSE

LO: 1:3: The function and uses of marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

73) When a revolutionary new product is created, marketers use pricing research to determine the "value" consumers perceive in the new product.

Answer: TRUE

LO: 1:3: The function and uses of marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

74) Marketers who want to know how effective expenditures are for advertising, sales force, publicity/PR, and promotional offers use product research.

Answer: FALSE

LO: 1:3: The function and uses of marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

75) Distribution research would be used by companies who want to know the best channels to get their product to consumers; the location of the best dealers for their product, or how to evaluate the service the dealer provides.

Answer: TRUE

LO: 1:3: The function and uses of marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

76) The research firm MSR Group conducted a rolling tracking study measuring drivers of bank customer satisfaction. The nationwide study allows banks to identify factors that determine advocates and loyal, at-risk, and critical customer relationships. This is an example of monitoring marketing performance.

Answer: TRUE

LO: 1:3: The function and uses of marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

77) Marketing professors at colleges and universities and other not-for- profit organizations, such as the Marketing Science Institute, often conduct applied research and publish their results in journals such as the *Journal of Marketing Research* or the *Journal of Marketing*.

Answer: FALSE

LO: 1:3: The function and uses of marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

78) For the most part, marketing research firms are conducting applied research to solve a specific problem facing a company.

Answer: TRUE

LO: 1:3: The function and uses of marketing research

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

79) Some product failures are a result of being brought to market without any research, which increased the probability of failure.

Answer: TRUE

LO: 1:3: The function and uses of marketing research

Diff: Easy

Classification: Application

AACSB: Application of knowledge

80) Management information systems typically have subsystems to provide the information necessary for a functional area within an organization. Such subsystems are the accounting information system, financial information system, production information system, human resources information system, and marketing information system.

Answer: TRUE

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

81) A structure consisting of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers is a marketing information system.

Answer: TRUE

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

82) Internal information from orders, billing, receivables, inventory levels, stockouts, and so on may be gathered by using a marketing intelligence system.

Answer: FALSE

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

83) Information is gathered and analyzed by the five systems of the MIS: internal reports, marketing intelligence, marketing decision support, information management, and marketing research.

Answer: FALSE

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

84) When an item is purchased at a grocery store, a record is generated of the SKUs purchased, payment method, coupons or special promotions used, store location, and day of week and time of day. The reports generated from these activities are an example of an external reports system.

Answer: FALSE

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

85) The marketing intelligence system gathers everyday information about pertinent developments in the environment.

Answer: TRUE

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

86) Several online information service companies, such as Lexis-Nexis, provide marketing intelligence. The use of Lexis-Nexis focuses on bringing in information generated outside the firm. This information would rest in the marketing intelligence system.

Answer: TRUE

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

87) A marketing decision support system is defined as collected data that may be accessed and analyzed using tools and techniques that assist managers in decision-making.

Answer: TRUE

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Easy

Classification: Application

AACSB: Application of knowledge

88) The marketing research systemaggregates information gathered by the other MIS component subsystems: Marketing research studies are conducted for all non-specificsituations facing the company.

Answer: FALSE

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

89) When Walmart was designing Walmart To Go, the retailer's online service that offers delivery or pick-up services in select markets, management had several service options available to offer customers and needed to know more about today's shopper. This is an example of using the market research system to design a marketing research study to address a specificsituation facing the company.

Answer: TRUE

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Difficult

Classification: Application

AACSB: Application of knowledge

90) Decision support systems eliminate the need for marketing research.

Answer: FALSE

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Easy

Classification: Application

AACSB: Application of knowledge

91) Collected data that may be accessed and analyzed using tools and techniques that assist managers in decision making is representative of a decision support system.

Answer: TRUE

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Easy

Classification: Application

AACSB: Application of knowledge

92) A final characteristic of marketing research differentiates it from the other MIS components: Marketing research projects, unlike the other components, are not continuous-they have a beginning and an end.

Answer: TRUE

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

93) To fully appreciate the role of marketing research, it is helpful to understand its role in and relationship to marketing. Discuss the role of marketing research and its role in and relationship to marketing.

Answer: Answers should mention either the short definition of marketing ("meeting needs profitably") or the lengthier version by the American Marketing Association. Discussion should focus on the relationship of the objectives of marketing and the role of marketing research in helping marketers make crucial decisions. To practice marketing well in today's environment requires access to more and better information. Answers should note that not only is marketing research part of marketing. but also provides information to decision makers.

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

94) A *philosophy* may be thought of as a system of values or principles by which you live. What is the connection between philosophies and the business decisions that managers make? Why are philosophies important?

Answer: The answers should elaborate on the definition of philosophy(ies) and why philosophies are so important: They dictate day-to-day activities. Answers should mention that one of the most important philosophies managers have is that which determines how they view their company's role in terms of what it provides the market. Advanced answers will mention the connection between sales orientation philosophies and the marketing concept, which is a much more effective philosophy and generally considered "the right philosophy."

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

95) One of the most important philosophies managers have is that which determines how they view their company's role in terms of what it provides the market. The marketing concept is a much more effective philosophy than the sales orientation philosophy. Define the marketing concept and discuss its relationship to marketing research.

Answer: Answers will vary, but students should define the marketing concept similar to the following: The marketing concept is a business philosophy that holds that the key to achieving organizational goals consists of the company being more effective than competitors in creating, delivering, and communicating customer value to its chosen target markets. Comments may include that for many years, business leaders have recognized that the marketing concept is the "right" philosophy. Although the term *marketing concept* is often used interchangeably with other terms, such as "*customer orientation*" or "*market-driven*," the key point is that this philosophy puts the consumer first. The discussion should point out, however, that the marketing concept is just the first step in being successful-firms must put together the right strategies. Answers will point out that marketing research helps put the right strategies in place.

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

96) Explain market strategy and why marketing research is important to strategy makers.

Answer: Comments should include a statement to the effect that strategy is another name for planning. Answers should include discussion that states firms have strategies in many areas other than marketing. Financial strategy, production strategy, and technology strategy, for example, may be key components of a firm's overall strategic plan. Marketing strategy should be defined similar to the following: A marketing strategy consists of selecting a segment of the market as the company's target market and designing the proper "mix" of product/service, price, promotion, and distribution system to meet the wants and needs of the consumers within the target market. Advanced answers should note that because marketers have adopted the marketing concept, they could not come up with just any strategy. Marketers have to develop the "right" strategy-the strategy that allows our firm to truly meet the wants and needs of the consumers within the chosen market segment.

LO: 1:1: What the relationship of marketing research to marketing, the marketing concept, and marketing strategy is

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

97) Distinguish between the use of marketing research as applied research and basic research. Give one example of both applied research and basic research.

Answer: Students should be able to clearly and concisely differentiate between basic research and applied research. Answers regarding basic research should be similar to: Basic research is research that is conducted to expand knowledge rather than to solve a specific problem. Answers regarding applied research should be similar to: Research conducted to solve specific problems is called applied research, which represents the vast majority of marketing research studies. Answers should note that, for the most part, marketing research firms are conducting research to solve a specific problem facing a company. Answers should furnish at least one example of basic and applied research. Advanced answers may furnish more than one example each and be more complex in nature.

LO: 1:3: The function and uses of marketing research

Diff: Easy

Classification: Application

AACSB: Application of knowledge

98) Marketing research is conducted in a variety of areas, including determining target markets and conducting product research, pricing research, promotion research, and distribution research. Give your own example to illustrate a marketing research study that may be used in each of the following: A. product research, B. pricing research, C. promotion research, and D. distribution research.

Answer: Answers should clearly demonstrate knowledge regarding each type of research as outlined in the chapter. Specific and clear examples should be given for each type of research. Advanced answers may give more than one example and be more complex in nature.

LO: 1:3: The function and uses of marketing research

Diff: Moderate

Classification: Application

AACSB: Application of knowledge

99) Despite companies' best efforts, there are many product failures in the marketplace. List two product failures and explain the most important reason they failed. Discuss whether or not these failures could have been avoided with better or a different type of market research.

Answer: The discussion should note that when firms make the right decisions, they produce products and services that their target markets perceive as having value. That value translates into sales, profits, and a positive ROI. It is important that students note that some of these failures are brought to market without any research, which increases their probability of failure. Comments should include a recognition that even when products are brought to market with the benefit of marketing research, the predictions are not always accurate, but this does not mean that marketing research is not useful. Advanced answers should mention that most marketing research studies are trying to understand and predict consumer behavior, which is a difficult task. The fact that the marketing research industry has been around for many years, and is growing, means that it has passed the toughest of all tests to prove its worth-the test of the marketplace. Examples of product failures should be clearly illustrated and specific, and may be some of those mentioned in the text. Students should note how these product failures might have been avoided.

LO: 1:3: The function and uses of marketing research

Diff: Easy

Classification: Application

AACSB: Application of knowledge

100) Define and distinguish among the subsystems of an MIS including internal reports, marketing intelligence, marketing decision support, and marketing research.

Answer: Students should be able to define a marketing research support system as a structure consisting of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers. Answers should define the internal reports system, marketing intelligence system, and a marketing decision support system. The internal report may be defined and identified as that gathers information generated within a firm, including orders, billing, receivables, inventory levels, stockouts, and so on. The marketing intelligence system may be defined as a set of procedures and sources used by managers to obtain everyday information about pertinent developments in the environment. Finally, a marketing decision support system (DSS) is defined as collected data that may be accessed and analyzed using tools and techniques that assist managers in decision-making. Advanced answers may elaborate on each of the components through the use of appropriate examples.

LO: 1:4: How to describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Diff: Moderate

Classification: Application

AACSB: Application of knowledge